Beauty - big business in Appomattox

By FRANCES PAULETTE

With more than 25 qualified beauticians in Appomattox County, one quickly comes to the conclusion that beauty is big business in Appomattox. It is, without a doubt.

The week of Oct. 5 - 11 had been designated National Beauty Shop Week. A lot of beauty shops in this county will be celebrating one way or another.

If the lady of the house needs a new "hair-do" and finds her favorite beauty operator booked solid, she can easily pick up the phone book and find another; there are many good shops from which to choose...up town, downtown, down Evergreen way, Pamplin way, out Oakville way. Just take your pick! But this hasn't always been the case.

The very first beauty shop to open its doors to the public in Appomattox was Amma Lee's Beauty Shop, owned and operated by Mrs. Amma Lee Freeman Godsey. The location is now on Linden Street; when it first opened it was in the rear of Ben Newman's Barber Shop on the lower side of the railroad tracks. The year was 1931.

In 1931 Mrs. Godsey gave permanents for $3.00; she readily admitted some operators in other localities gave them for as little as $1.98 but she prided herself on doing only 'quality' work. The very first permanent she gave when coming to Appomattox was to the late Mrs. Virginia Rosser.

In 1931 a haircut at the first beauty shop in Appomattox cost 25c; a shampoo and set was 50c.

There may have been only one beauty shop in Appomattox but one had a choice of permanents. There was the spiral permanent. This type required the use of a metal rod; with this the hair was wound from the scalp out to create a curly hair-do. Another type of permanent was the croquinole, with this method the hair was wound from the end.

"The average woman got a permanent about once a year," said Mrs. Godsey, "whereas, today, a permanent is needed about every three months." At Mrs. Godsey's shop, permanents start at $25.00, which is about average for most shops in this area.

When asked about hair sytles in 1931, Mrs. Godsey replied, "A great many women had their hair shingled, cut short and tapered in back, then there was finger-waving." Finger-waving, she explained, consisted of waving the hair with the fingers, then rolling the ends on metal curlers. The hair was dried and then combed out.

The 'Buster-Brown' hair-do was quite popular in 1931; with this style bangs were cut across the forehead.

"It was not until 1962," continued Mrs. Godsey, "that the state of Virginia required a beauty operator to have a state license. Two, in fact, one for the operator and one for the shop. Prior to that time a town license was required for the beauty shop."

The modern, up-to-date beauty shops in this area offer much today in the way of beauty care. A casual look with a body wave; a care-free hair-do with a curly permanent; professional blow-cuts and styling. Hair coloring, conditioning and frostings offer greater variety in hair care.

Beauty.....big business in Appomattox!

Monkey business at Lawson Ford

Lawson Ford in Appomattox is preparing for some "monkey business" this Friday. Literally.

Organ grinder Dennis Windsor and his star monkey "Buddy" will be on hand at the auto dealership from 4-8 p.m. Friday to help launch sales on the new 1981 Fords.

Windsor, a Rustburg native, and his little pal Buddy, a capuchin monkey, will strive to entertain young and old with their musical and comedy antics.

The monkey is a "weeper," a substrain of the Capuchin monkey class. There are two other types of Capuchins, the Cinnamon and the White Face.

Windsor got into the monkey business after becoming interested in the dying art of organ grinding four years ago. He and his family, on a trip to a resort in the Smokey Mountains, saw a performance by an aging organ grinder and his monkey. Shortly thereafter, Windsor advertised nationally for a monkey and accompanying equipment, and he bought Buddy from a retiring southern organ grinder for a nifty price of between $1000 and $1500.

Windsor's organ was even more of an investment. It cost him $5000.

While organ grinding traditionally involves German Polka music, Windsor has modified his instrument to play American tunes such as "West Side Story." Of course, the organ is still capable of producing the jumpy polka strains, with Windsor prefers the American beat.

Either way, little Buddy enjoys skipping about the assembled crowd at any performance, begging and pleasing young and old alike.

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Woman's club plans meeting

The Woman's Club of Appomattox will meet on October 6, 1980 at 7:30 p.m. at the Farmers National Bank - Triangle Plaza.

The program will be a slide presentation "Special Education Services In Appomattox", which includes: Speech Handicapped, Visually Impaired, Hearing Impaired, Learning Disabled, Mentally Retarded, Pre-School Developmentally Delayed, Physically Handicapped, and Emotionally Disturbed. The presentation shows the activities planned for all of these students. There is an excess of 300 students in Special Education in Appomattox.

The public is cordially invited to attend this meeting.

Oct. 3 teacher's workday

Appomattox County Public School students will not attend school on Friday, October 3. This date is scheduled in the school calendar to give teachers an opportunity to complete reports and plan instructional activities.

During the 1980-81 session the schools will be involved in a number of programs to benefit students. Teachers in the elementary schools will continue working in a concerted way to help students achieve basic skills in reading and mathematics.

Emphasis at the high school level will be on minimum competency skills, job entry skills and preparation for training beyond high school.

Planning and implementing these programs require time for coordination. Therefore, Friday, October 3 will be a busy day for teachers while students have an opportunity for a long weekend.

Barbara's Shoppe
22 MAIN STREET
APPOMATTOX, VA.
PHONE 352-8569
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Barbara Rush
Melanie McDaniel
Patsy Moore
Teresa McCormick
Donna Johnson

CISSY'S KUT N' KURL
Beauty Salon
WE ARE PROUD TO HAVE ON OUR STAFF
Delores Jones
HOURS: Tuesday and Friday — 9 a.m. — 6 p.m.
Wednesday and Thursday — 9 a.m. — 9 p.m.
Owned and Operated By Evelyn Thompson
OCTOBER SPECIALS
PERM $25.00 NOW $18.00
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EVERYDAY LOW PRICES
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THURSDAYS 5-9 by appointment
SAT. — 9-1
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THE NEW IMAGE BEAUTY SALON
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WIG SERVICE & MANICURES
Shampoo & Set — $5.00
Shampoo & Blow-Dry & Style - $5.00
Special on $30.00 Perm — $20.00
Special on $35.00 Perm — $22.50
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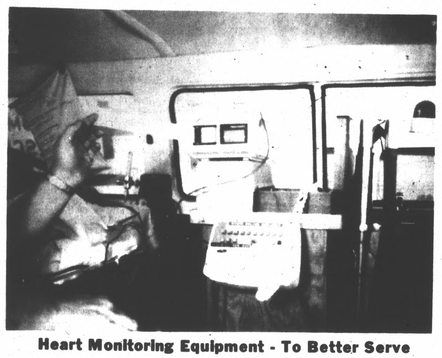
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Virginia Franklin
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Nellie Almond
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Ray Noble
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Abner Scruggs
Richard Bartelt
Mike Weiss

Mail Check To Appomattox County Rescue Squad Fund Drive,
Box 57, Appomattox, Va. 24522

OR DONATE AT ONE OF THE FOLLOWING LOCATIONS:

Friday, October 3, 1980 5 P.M. to 9 P.M.
Wilbun's Super Market Triangle Plaza Shopping Center

Saturday, October 4, 1980 8 A.M. to 9 P.M.
Wilbun's Super Market Triangle Plaza Shopping Center

Pamplin - 9 a.m. to 4 p.m.
Williams Store
Harvey's Market

Evergreen - 9 a.m. to 5 p.m.
Evan's Store

Oakville - 9 a.m. to 4 p.m.
Oakville Farmer's Supply (across from old school)

Vera - 9 a.m. to 4 p.m.
Village Market

Red House - 9 a.m. to 4 p.m.
Reynold's Store

Campbell's Store at Promise Land

GIVE TO THE
APPOMATTOX COUNTY RESCUE SQUAD
"You Help Us - We'll Help You"